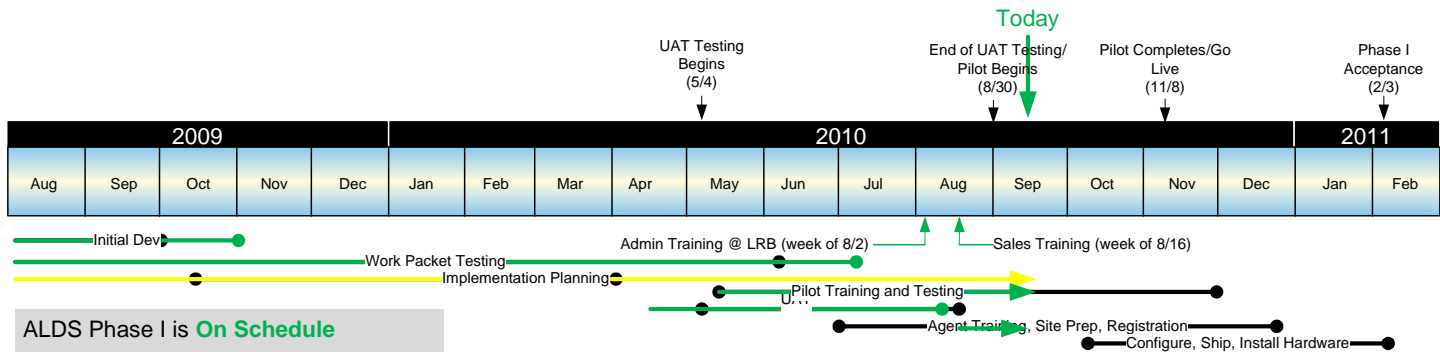


# Automated License Data System (ALDS)

## Project Update—September 2010



### Automated License Data System

The Department of Fish and Game (DFG) plans to replace its current manual paper-based hunting and sport fishing licensing system with an automated point of sale system, entitled the Automated License Data System (ALDS).

### Project Status - Updated

- DFG Regional sales staff and Pilot (16) License Agents training completed August 23<sup>rd</sup>.
- Pilot started August 30<sup>th</sup> with live sales at LRB. Regional office implementation completed September 6<sup>th</sup> - 14<sup>th</sup>. DFG staff feedback has been positive. Customer feedback overall positive however there has been some confusion and questions around ID requirements. Marketing efforts will address this and other issues and questions as the Pilot period progresses.
- License Agents application processing started. Target to bring up first license agent week of Sept 20<sup>th</sup>.
- Statewide training schedule and sites are confirmed – See Statewide Implementation Training Schedule.
- Statewide Deployment plans are being confirmed and finalized.

### Pilot – Updated

- The Pilot phase has begun with the License and Revenue Branch, and all 10 DFG Regional license sales offices launched and the 15 Pilot license agent locations scheduled for the week of Sept 20<sup>th</sup>.
- During Pilot, ALDS will conduct live sales to customers, and the system will be able to sell all hunting and fishing items at DFG offices and Pilot license agents.
- Pilot will run through October 2010.

### Deployment - Updated

- DFG will phase in the deployment of ALDS to license agents over a 3 month period.
- Over a six week period DFG will utilize 2 training teams to provide 75 classroom training session in 17 cities.
- Once a License Agent is trained and the system is installed license agents will be instructed to return the paper inventory within 30 days or one license sales period whichever comes first.
- Deployment is scheduled to run from November through early January 2011.

### License Agents

- DFG finalized the list of all license agents who will operate under ALDS in August 2010.
- DFG is committed to providing statewide coverage for license agent sales locations, as well as providing the

broader Internet license sales umbrella.

- DFG conducted a survey asking current license agents if they wished to continue under the new ALDS requirements. As expected, not all license agents opted to continue, and some were disqualified because they did not meet the minimum annual license sales volume of \$6,000.
- The decrease in license agent locations (20%) is consistent with the decrease experienced by other states in implementing their systems. The decrease in locations is not expected to impact sales volumes and availability. DFG is also accumulating a list of prospective future license agents.

### Business Changes

- DFG continues to work on business process changes, policies and procedures updates. Most critical items have been identified and addressed. However, this will be an on going effort as more user are launched and the system matures.
- DFG will submit at least one more regulatory proposal to enable the issuance of big game license tags and the annual big game drawing in ALDS.

### Statewide License Agent Training Schedule – Updated

- Chico 10/18
- Redding 10/19 – 10/20
- San Diego 10/19 – 10/21
- Eureka 10/22
- Palm Desert 10/22
- Sacramento 10/25 -10/28
- Santa Rosa 10/26 – 10/27
- Fairfield 10/29
- Lake Tahoe 10/29
- Belmont 11/1 – 11/5
- Los Alamitos 11/1 – 11/5
- Stockton 11/8 – 11/10
- Ontario 11/9 – 11/11
- Bishop 11/12
- Paso Robles 11/11–11/12
- Fresno 11/15 – 11/17
- Bakersfield 11/18

### Marketing – Updated

- The Office of Communication, Education and Outreach is working on the ALDS Marketing Plan.
- The Marketing Plan targeted primarily for the public will include a web presence, literature, and media events announcing the launch of ALDS.
- DFG will provide license agents additional ALDS information for public distribution. The information includes:
  - What is ALDS
  - How does ALDS benefit license buyers
  - New license buyer requirements:
    - Identification needed at point of sale
    - Telephone number
  - Explaining the 3% license buyer surcharge